

New Order

Agency: Mundy Katowitz Media
Office: Washington
Client: 321 - Priorities USA Action
Product: 340 - Issue
Piggyback Product:
Estimate: 1567 - Priorities USA Action TV & Cable 10-30 to 11-6

Station: WJLA-TV
Order Type: Normal
Cancel Date:
Billing Cycle: Monthly
Billing Calendar: Broadcast
Received in ePort: 8/24/2012 9:24:59 AM

Flight Start: 10/30/2012
Flight End: 11/06/2012
Hiatus:

Airtime Dollars: \$64,450.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$64,450.00
Total Spots: 44

Primary Demo:
Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WJLA-TV
AE: Barbara Monares
Phone:
OrderID: 2265042
Status: New

MarketShare:

Daily Airtime Lines

Line	Daypart	DPT	Code	Rate	C/T	Len	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	Total Spots	Rtg	CPP	Imp	CPM
1	TUWTHFM 6A-7A GOOD-WASH 600A<	EM		\$1,000.00	C	30	0	1	0	1	0	0	0	1	3	0	\$0.00	0	\$0.00
2	TUWTHFM 7A-9A GD MRN AMR-ABC<	EM		\$1,800.00	C	30	1	0	1	1	0	0	1	1	5	0	\$0.00	0	\$0.00
3	Sa 7A-8A GMA SAT	WK		\$850.00	C	30	0	0	0	0	1	0	0	0	1	0	\$0.00	0	\$0.00
4	Su 8A-9A GMA SUN	WK		\$750.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
5	TUWTHFM 9A-10A LIVE WITH KELLY<	DT		\$900.00	C	30	1	0	1	0	0	0	1	0	3	0	\$0.00	0	\$0.00
6	TUWTHFM 10A-11A RACHAEL RAY<	DT		\$800.00	C	30	0	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00
7	TUWTHFM 11A-12P VIEW-ABC<	DT		\$1,300.00	C	30	0	1	1	0	0	0	1	0	3	0	\$0.00	0	\$0.00
8	TUWTHFM 12P-12:30P ABC7 NWS AT 12/AVG. ALL WKS	DT		\$1,200.00	C	30	1	1	1	1	0	0	1	0	5	0	\$0.00	0	\$0.00
9	TUWTHFM 12:30P-1P MILLIONAIRE	DT		\$900.00	C	30	0	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	Total Spots	Rtg	CPP	Imp	CPM
10	TuWThFM 1P-2P CHEW-ABC<	DT	\$900.00	C	30	0	0	1	0	0	0	1	0	2	0	\$0.00	0	\$0.00
11	TuWThFM 3P-4P ANDERSON	EF	\$1,200.00	C	30	1	0	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00
12	TuWThFM 4P-5P KATIE	EF	\$1,700.00	C	30	0	1	0	0	0	0	1	0	2	0	\$0.00	0	\$0.00
13	TuWThFM 5P-6P ABC7 NWS AT 5<	EN	\$1,800.00	C	30	1	0	1	0	0	0	0	0	2	0	\$0.00	0	\$0.00
14	TuWThFM 6P-6:30P ABC7 NWS AT 6<	EN	\$2,000.00	C	30	0	1	0	0	0	0	1	0	2	0	\$0.00	0	\$0.00
15	Su 6P-7P ABC 7 NEWS	PT	\$1,600.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
16	TuWThFM 7P-7:30P WHEEL-FORTNE<	PT	\$4,000.00	C	30	1	0	0	0	0	0	0	0	1	0	\$0.00	0	\$0.00
17	TuWThFM 7:30P-8P JEOPARDY<	PT	\$5,000.00	C	30	0	0	1	0	0	0	0	0	1	0	\$0.00	0	\$0.00
18	Sa 7P-7:30P WHEEL-FORTUNE	PT	\$1,800.00	C	30	0	0	0	0	1	0	0	0	1	0	\$0.00	0	\$0.00
19	Sa 7:30P-8P JEOPARDY	PT	\$1,800.00	C	30	0	0	0	0	1	0	0	0	1	0	\$0.00	0	\$0.00
20	TuWThFM 11:35P-12:05A NIGHTLINE	RT	\$1,700.00	C	30	0	0	1	0	0	0	1	0	2	0	\$0.00	0	\$0.00
21	Su 11P-12A ABC7 NEWS	LF	\$1,600.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
22	Sa 12:05A-1:05A CASTLE	RT	\$450.00	C	30	0	0	0	0	1	0	0	0	1	0	\$0.00	0	\$0.00
Total Spots:						6	7	8	6	4	3	8	2	44				
Total GRP:						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			0.0		
Cash\$ - Spots: \$64,450.00 - 44						Trade\$ - Spots: \$0.00 -						Total Cost: \$64,450.00						
						Total CPP/CMF: \$0.00												

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Mundy Katowitz Media
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Priorities USA Action

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

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I represent that the payment for the above described broadcast time has been furnished by:

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ~~ISSUE~~ ADVERTISER

Date _____ Signature _____ Contact Phone Number _____

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Barbara Monares B Monares AE
Signature Printed Name Title



WJLA Washington
MAKEGOOD NOTICE

TO : Casey Bassette
FROM : Barbara Monares
DATE : 8/27

CLIENT : Priorities USA Action Est 1567

I apologize for the inconvenience.

Pre-Empt:

Date	Time	Program	Spot(s)	Length	Spot Cost	Total Cost
1-Nov	730p-8p	Jeopardy (not running due to Battle ground VA News Special)	1	:30	\$5,000	\$5,000
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
TOTAL			1			\$5,000

Makegoods

Date	Time	Program	Spot(s)	Length	Spot Cost	Total Cost
1-Nov	7p-8p	Battleground Virginia News Special	1	:30	\$4,000	\$4,000
1-Nov	6a-7a	Good Morning Washington	1	:30	\$1,000	\$1,000
					\$0	\$0
					\$0	\$0
						\$0
						\$0
TOTAL			2			\$5,000

**PLEASE EITHER EMAIL ME "APPROVAL" OR
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**